

## **MEASURING THE EXTENT OF CONSUMER ACCEPTANCE FOR DEALING WITH ELECTRONIC MARKETING ACTIVITIES**

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### **ABSTRACT**

This study aimed to identify how consumers accept to deal with e-marketing activities. In order to verify the objectives of the study and test the hypotheses, it was designed a questionnaire with (22) Questions.

The questionnaire was divided into five capacities with each capacity corresponding to one hypothesis of the research hypotheses. The questionnaire was applied to 350 consumers which obtained (252) validity for statistical analysis. SPSS was used for the descriptive analysis of the data obtained from the questionnaire. The study showed that consumers are willing to deal with e-marketing activities, and the Communication with companies through website has the first rank in acceptance by consumers between capacities of study. The study also showed that there is a positive relationship between the axes of the study, And that there is an independent effect of factors on the dependent variable (accept dealing with e-marketing activities), the value of the B degree of influence ranged between (0.662, - 0.904).

This means that the increase in the value of the four dimensions by one degree will lead to an increase in the degree of acceptance of dealing with e-marketing activities.

**KEYWORDS:** E-Marketing, Consumer, Dealing, Measuring, Communication

### **INTRODUCTION**

The advent of the Internet and electronic business contributed to increase the chance of success in the implementation of marketing activities and the adoption of the concept of e-marketing or online marketing. The marketing in the digital world is crucial for business and small business owners who play a major role in the growth of the business. The workers in the field realized the importance of the role played by electronic marketing to achieve marketing objectives, where it provided the possibility to contact with target market at the global and local level, with less cost and effort and ultra speed. As well as enabling small businesses by allowing them to work at the level of the global market, as in the case for large companies, it also prompts marketers to implement marketing activities by promoting the products, buying and selling and collecting information about consumers. The companies adoption of electronic communications and electronic marketing plays an active role in achieving competitive edge and management of customer's relationship and it also reduces marketing costs. Such adoption of electronic communication and marketing helps companies to grow and increase market share, which encourages workers in the field of marketing in the direction towards the implementation of electronically marketing activities. At the present time, consumers are receiving a tremendous amount of electronic

advertising messages and commercial offers, however the consumers response towards these offers is satisfactory. The consumers are prepared to deal with the offers provided by companies on the network and doing the process of buying and selling through it. The companies are seeking to urge consumers to deal with marketing activities through the network and by providing facilities for them through the provision of a website for the company and the ease of dealing with this website, as it is the case of Amazon.com.( Al Samyda and Rudaina 2012).

According to Kim ,Claus and Kuada ( 2008) internet marketing can be trying to promote both sales and communication, e.g. Contact details, Product sales, Support possibilities, after sales options etc .Robert and Patricia( 2009) find that online marketing communications are moving toward interactions between individual recipients and consumers rather than being directed from a marketing organization to masses of consumers. It is now possible for an individual to be just as efficient in broadcasting information, both positive and negative, about an organization as it is for a large corporation to promote itself. The social networking that allows the quick and easy dissemination of information and mis-information is in part a product of changes in online communication channels, but these communication channels are in part enabled by such social networking..

The Internet technology represents an effective marketing tool and as a result of the widespread which it has achieved it has overcome all barriers and obstacles that are faced by traditional marketing at the level of the domestic and global market. Consequently, the Internet has enabled companies to carry out a lot of marketing activities and connect with target markets at the level of the domestic and the global market through electronic websites.

At the present time consumers are receiving tremendous amount of electronic advertising messages and commercial offers and the consumer's response towards these offers is satisfactory. the consumers are prepared to deal with the offers provided by companies on the network and doing the process of buying and selling through it, so the companies are seeking to urge consumers to deal with marketing activities through the Company websites and social networking sites by providing facilities for them through the provision of website for the company which enables consumers to easily access and deal with this website, as the case with the website Amazon. Com .

Internet marketing is the process of marketing individuals, companies, organizations, events, ideas, information, products and services over the internet. Internet Marketing is used for marketing online / internet businesses as well as traditional and local businesses and organizations and it takes many different forms of marketing. Internet Marketing as a marketing process or marketing channel includes online marketing, search engine marketing, email marketing, mobile marketing, social media marketing and many other different marketing channels, approaches and tactics including paid advertising online. In addition to the internet marketing channels the Internet Marketing strategy includes different internet marketing tactics and strategies such as web development, Top economies or search engine optimization, continuous content development and social media networking. In addition, businesses and individuals who sell their products and services over the internet are engaged in electronic commerce . This is what encourages people to promote their ideas and desire to sell or buy what they are looking for through electronic sites and social networking sites.

At the present time the Internet technology represents an effective marketing tool which has enabled new ways of communication and interaction between companies and consumers. (Peter 2012 ) Pointed that the use of the Internet has become a powerful marketing tool that enables business organizations to compete and achieve a competitive advantage and enable them to exploit the opportunities and the development of sales and reduce costs. The current era has seen a big draw towards the use of electronic communication networks through the creation of websites on the Internet by individuals and

productive marketing and service organizations, whether at the level of government or private organizations.

In order to achieve effective communication between these organizations and between individuals, the internet enabled users to interact and exchange information through messages, chat and video clips. The productive and marketing companies have created websites to post advertising messages and selling products and gather information about the users of these websites in order to facilitate targeting them, especially on social networking sites, and also collect information about them. The users of such websites publish real information in terms of competence and academic achievement, occupation, age, hobbies and other information, and the marketing department depends on such information for market segmentation, the targeting of market sectors and to meet the needs of each sector. The organizations allow the users of these websites to access them and see what has been published, information and advertising messages about their activities, products and prices of these products and how to get them. They also provide the possibility of communication and dialogue with the workers on the sites of these companies who play an active role in managing the relationship with customers and providing market opportunities at the level of domestic and global market

## RESEARCH OBJECTIVES

The most important objectives of the research can be summarized as follows:

- Identify the extent of the Jordanian consumer desire in dealing with electronic marketing activities
- Identify the extent of the Jordanian consumer desire for purchasing through electronic communications and company sites
- identify the extent of the Jordanian consumer desire to display his goods to be sold through the Internet
- Identify the extent of the Jordanian consumer desire in communication with the companies through a Web site
- To know to which extent the Jordanian consumer is affected by electronic advertising when making a purchasing decision

## RESEARCH QUESTIONS

- Does the Jordanian Consumer accepts dealing with electronic marketing activities
- Does the electronic marketing Characteristics impact on Jordanian consumer acceptance o f dealing wit he-marketing activities
- Does the Jordanian Consume accepts to purchase through websites
- Does the Jordanian Consumer acceptance in the Display of his goods to be sold through websites
- Does the Jordanian consumer has acceptance in communication with the companies through the websites

## STUDY HYPOTHESES

**H1:** Consumer accepts dealing with electronic marketing activities

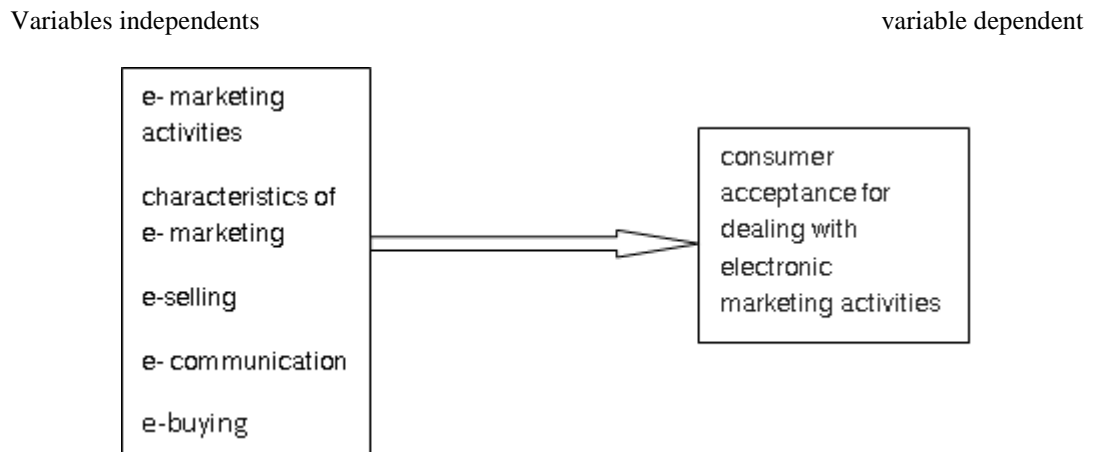
**H2:** The electronic marketing Characteristics has impact on consumer acceptance o f dealing with e-marketing activities

**H3:** The Consume accepts to purchase through websites

**H4:** The Consumer has acceptance in the Display of his goods to be sold through websites

**H5:** The consumer has acceptance in communication with the companies through the websites

## STUDY MODEL



**Figure 1: Study Model**

## LITERATURE REVIEW

The study of E. Fariborzi and M. Zahedi Fard ( 2012) ,Email Marketing: Advantages, Disadvantages and Improving Techniques, showed how it can be decreased its disadvantages by using some improving techniques. The most important findings of this study are showing audience to determine their preferences, by creating good preferences center that allow members to choose their preferences and change their needs, can increase the flexibility of system (e.g., members are able to choose the time of receiving E-mails)

According to Mark Ng (2014) the key factors that determine consumer adoption of mobile commerce and acceptance of mobile marketing; in particular, they are the importance of online trust and social influence as key drivers of consumers' technology acceptance readiness and adoption of mobile commerce Mohammad Ismail and Razli Che Razak (2011) revealed that attitude and subjective norm have a direct positive relationship with intention to use mobile marketing. Attitude was significantly influenced by three antecedents namely perceived usefulness, perceived enjoyment and perceived image. Perceived ease of use showed different findings. Subjective norm was significantly influenced by friends and family influence as two antecedents Jayendra Sinha & Jiyeon Kim (2012) Purpose of this study is to identify factors affecting Indian consumers' attitude toward shopping online by investigating Indian consumers' risk perceptions about shopping online. Constructs tested included previously identified factors (convenience risk, product risk, financial risk, perceived behavior control, return policy, subjective norm, attitude, and technology specific innovativeness) Although the convenience risk seemed to be the only factor significantly affecting Indian consumers' online purchases, when looking at male and female perceptions, there were different factors affecting male/female consumer's behaviors. Perceived risk is significant for male but not for female, except convenience risk. And the study found that the majority of people who bought online more number of times were in the age group of 40-49 years, n addition, they need to make web their website user friendly and less intriguing. It should encourage online consumers to spend time exploring the site and comparing prices online, provide detail product information and member discounts. Mohammad IsmailL (2012) reveals that all the

main beliefs (attitude, subjective norm, perceived behavioral control and perceived risk) are found to have significant effect on consumer's intention to use mobile marketing services. With regard to antecedents' effect on the main beliefs, there are only four factors which are found insignificant namely perceived ease of use, personal innovativeness, media and technology facilitating condition. Kanokwan et al (2014) purposed to investigate factors affecting the intention to use electronics marketing of Small and Medium Sized Businesses in the Three Southern Border Provinces of Thailand, The results of this study indicated that the factor which had the highest direct effect on Intention to use E-marketing was Attitude toward using E-marketing and the factor which had the highest indirect effect on Intention to use E-marketing was Compatibility. Noor R. Ab Hamid study aims to understand the relationships between consumer' behavior and Internet marketing programs. Findings from this study indicate that perceived risk does not influence the types of activities conducted on the Internet. In contrary, users' experience level plays an important role in users' level of Internet adoption. In addition, customers differ in their relationship decisions based on age, education and experience level. Yusniza Kamarulzaman (2011) E-shoppers are becoming more price sensitive, while trust and strong brand name are gaining more attention from e-shoppers.

Alhassan and Obaid (2002) in this study examine how adoption of online purchasing varies across various demographic segments of the population in Saudi Arabia. We also investigate the effect of attitudes toward online shopping on consumers' pre-disposition to make online purchases. Data for the study are from a self-administered structured survey of 1,637 consumers in Saudi Arabia .

The results show that a little over a quarter of the respondents have ever purchased a product online. The study of Rhee, Young-Ju( 2007) purpose to examine the relationship between online apparel impulse buying behavior and the two risk dimensions of apparel involvement(i.e., risk importance, risk probability). The data were collected using an online survey with a structured questionnaire. A total of 339 college students were used in the study. The results of MANOVA showed that the impulse buyer group perceived the risk importance and risk probability of apparel involvement significantly lower. . From the results of the present study, it is concluded that the risk of apparel involvement are closely related to the online apparel impulse buying behavior. the study of Sanjay and Sandeep (2012) examine the key consumer behavior attribute and relation among them in E-marketing perspective. Attempt has been made to study the acceptance rate of e-marketing among the Jaipur consumers and its impact on their purchase decision. Result shows that people irrespective of age and gender surf internet. However significant difference exists between the age and attributes of online trading but it do not have any relation with the gender. Most of the respondents are hesitant to purchase items over internet because of security concerns. Most of the respondents irrespective of gender of different age group (especially age group of 18-30 years) find e-shopping more convenient & time saving and prefer credit card as the convenient mode of the payment. Paper give direction to improving delivery and advertising web-products services to achieve objective of E-marketing and E-commerce in long run. Rick Broadhead and Jim Carroll (2004) indict Online Advertising and Sponsorships One of the most popular online marketing strategies is to advertise on or sponsor other Web sites that attract the types of people who may be interested in buying your products and services. Robert Owen & Patricia Humphrey( 2009) Adds, the emergence and popularity of social networking websites and social media has made it just as easy for an individual to communicate in real time with thousands of total strangers as with a single close friend. Social networking websites have also been a great equalizer, making it just as easy for an individual to build or break a marketing brand as for a large corporation -- as well as making it easy for a large corporation to mimic a sincere "grassroots" individual who lacks corporate motives. A social networking website is defined here as "one that allows internet users the ability to add user-generated content such as:

comments, feedback, ratings, or their own dedicated pages

## METHODOLOGY

### Data Source

This current research has utilized two types of data sources necessary to conduct this study:

**Secondary Sources:** Data and information obtained from reviewing the literature and research findings related to this study and its objectives. Also used in the design and development of the study's model.

**Primary Sources:** Pertaining to data collection through the development and design of an initial questionnaire that was distributed to 252 individuals. Based on the results, the final questionnaire was designed and then evaluated by a number of specialists in the field of marketing who provided observations and suggestions for its final drafting which included (22) question distributed over five dimensions.

### The Scale and Dimensions

The scaling technique adopted by this study is considered one of the main instruments of current marketing research (Malhotra et al 2004) and is most commonly used for assessing how people feel or think about objects or constructs (Neuman, 2003). Having taking into consideration the criteria for selecting a scaling technique (Alsamydai et al 2013), for example, information needed by the study and the characteristics of the respondents as well as the model of administration (Alvin et al 2003), the quintet(likert) scale was chosen for the current study. Therefore, all the focal constructs of the current study were measured on quintet (likert) scale ranging from "To A great deal, Many, Neutral, Few, and Very few.

This current study was divided into six dimensions relating to the different constructs of the study model:

Dimension (1) Characteristic of e- marketing

Dimension (2) e- selling

Dimension (3) Communicate with companies through the website

Dimension (4) e- buying

Dimension (5) acceptance for dealing with electronic marketing activities

### Analyzing Method

Several statistic techniques were used including Cronbach's alpha one sample test, descriptive analysis, and frequency analysis. The tests analysis was used to accept/reject the hypotheses (group 1) through testing the average mean of single sample, based on the value of scale midpoint, the higher the value the more favorable the attitude, and vice versa. Amid point equal to (3) was chosen by adding the lower coded value of the liker scale (1) and the upper coded value (5) of the liker scale. Person's correlation coefficient was also used for testing the hypotheses (group 2).

## RESULTS

### Test of Reliability

The researchers submitted the questionnaire to (18) referees of university professors and marketing specialists to verify its validity. Cranach's alpha

**Table 1: Reliability Coefficients**

No of Cases	Cronbach's Alpha	No of Items and Dimensions
252	0.64	1-5 (Dimension (1). Characteristic of e- marketing)
252	0.607	6-10 (Dimension (2) e- selling)
252	0.81	11-14 (Dimension (3) Communicate with companies through the website)
252	0.76	15-18 (Dimension (4) e- buying)
252	0.85	19-22 (Dimension (5) acceptance for dealing with electronic marketing activities)
252	.920	1-22 (for all study dimensions)

Coefficient has been used with a value of Cronbach's alpha ( $\alpha = 0.92$ ) for all variables of the study, which is a good and suitable value for the purposes of the study being higher than the accepted percentage of 60%.

### Results General

By using descriptive analysis it was determined that the mean of all questions are over the midpoint (3) except for questions (1-5). These results are shown in table 2:

**Table 2: Dimension 1**

	Questions	Mean	Std. Dev	T.	Sig(2) Tailed
<b>First Dimension: Characteristic of E- Marketing)</b>					
1	To what extent do you find that consumers accept to deal with e-marketing	3.33	1.30	4.118	.000
2	To what extent do you find that e-marketing has the confidence of buyers	3.20	1.22	3.385	.001
3	To what extent do you find that e-marketing activities are credible	3.11	1.24	1.413	.015
4	To what extent do you find that the product offers through websites are truthful	3.66	1.04	10.06	.000
5	To what extent do you find that dealing with e-marketing activities is risk-free	2.67	1.36	3.839	0.000
	H1	3.20	0.76	4.131	0.000

We note from the Table 2 that middle in all the questions is larger than Midpoint (3) with the exception of the question (5), where the middle is (2.67) Less than Midpoint. As for the H1 mean the value is 3.20 which is larger than the value of T spreadsheet 1.96, that Sig value is (0.000), so accept the hypothesis H1, meaning that the marketing of the electronic properties affects the acceptance of consumers dealing with e-marketing activities.

**Table 3: Dimension**

Questions		Mean	Std. Dev	T.	Sig(2) Tailed
<b>Second Dimension: E- Selling</b>					
6	Do You consider to have goods and services in order to sell them through websites	3.2 0	1.2 2	3.452	.001
7	Trust to sell through websites Do you	2.988	1.01	-0.188	.851
8	Are Sales through websites fast and easy	3.84	0.77	17.423	.000
9	Do You find that selling through websites has a big risk	3.32	1.06	4.862	.000
10	Do you Encourage others to selling through websites	3.16	1.04	2.470.01	.014
	H2	3.33	0.64	7.844	0.000

The table 3 shows that the middle of all the second axis questions are larger than midpoint with the exception of (do you trust to sell through websites) where the average is (2.988) which is less than midpoint.

That means that there is no impact on the e-procurement, as well as the value of T test larger than tabular value (1.96) with the exception of (do you trust to sell through websites) where it's negative, but the value of Sig for the H2 it is (0.000) that this the hypothesis accepts the consumers dealing with electronic sales

**Table 4: Dimension 3**

<b>Third Dimension: Communicate with Companies through Website</b>					
	Questions	Mean	Std. Dev	T	Sig (2) Tailed
11	Do you Communicate with the companies' web sites in order to identify the offers	3.96	0.81	13.67	.000
12	Are you following offers provided by companies on their websites	3.90	0.92	15.54	.000
13	Do You get the information you are looking for through the web sites, which encourages companies to deal with the products advertised	3.84	0.73	18.43	.000
14	Are the Advertising emails attractive and encouraging for you to deal with the products advertised	3.13	1.36	1.61	0.107
	H3	3.64	0.72	14.10	0.000

The Table 4 shows that the value of the middles are larger than ((midpoint) (3 for all paragraphs, and that the value of T larger than tabular value of 1.96 also for all the paragraphs, and that the values of Sig is (0.000) for all paragraphs as well as for the H3 and this indicates that consumers have: Acceptance to deal with Communicate with companies through website.



**Table 5: Dimension 4**

<b>Four Dimension: E- Buying</b>					
	<b>Questions</b>	<b>Mean</b>	<b>Std. Dev</b>	<b>T</b>	<b>Sig(2) Tailed</b>
15	Do you Order and pay products through websites companies	3.127	1.1 7	1.717	.1830
16	Do Electronic advertising messages, sent to you by companies, make you buy products	3.015	1.32	0.190	0.899
17	Are Advertising emails attractive and encouraging for you to deal with the products advertised	3	1.35	1.069	0.286
18	Do Electronic advertising messages have a major role in influencing the decision to buy the advertised products	3.73	1.11	10.46	0.000
	H4	3.07	0.95	3.271	0.001

The table 5 shows that the middle values are larger than (midpoint) 3 for all paragraph, and the value of T test is less than tabular value of 1.96, Only regarding to do Electronic advertising messages have a major role in influencing the decision to buy the advertised products ,so its middle exceeded (3), On the other hand, we find that the value of Sig is less than 0.05 except Do Electronic advertising messages, sent to you by companies, make you buy products and equivalent to (0.899)

But for the H4, the middle exceeded (3) and the calculated value of T (3.271), the largest of 0.96 tabular value, and the value of Sig is 0.000 accept any hypothesis that consumers are dealing with e- buying.

**Table 6: Dimension 5**

<b>Five Dimensions : Acceptance for Dealing with Electronic Marketing Activities)</b>					
	<b>Questions</b>	<b>Mean</b>	<b>Std. Dev</b>	<b>T</b>	<b>Sig(2) Tailed</b>
19	Do You purchase products through companies and individuals websites	3.52	0. 96	8.69	.000
20	To what extent you find that displaying the products you have to sell through the website encourages you to deal with electronic marketing activities	3.07	1.19	1.00	0.318
21	To what extent will find that communication with the companies through the website encourages you to deal with e-marketing activities	3.12	1.15	1.68	0.093
22	To what extent you find that the electronic declaration plays a role in the encouragement to deal with e-marketing activities	3.46	1.06	9.94	0.000
	H5	3.38	0.87	7.01	0.000

Table 6 shows that the mean of all questions are over the hypothetical mean (M) (midpoint) (3), as well as the mean of H5 is also larger than the (midpoint) (3), and this indicates that the consumer acceptance for dealing with electronic marketing activities. As well as the Sig (2) Tailed equal 0.000, that indicate, the H5 accepted

**Table 7: Person Correlation**

	D1	D2	D3	D4	D5
D1	1				
Sig	0.000				
D2	0.548***	1			
Sig	0.000				
D3	0.670***	0.599***	1		
Sig	0.000	0.000			
D4	0.676***	0.577***	0.736***	1	
Sig	0.000	0.000	0.000		
D5	0.585***	0.531***	0.786***	0.838 ***	1
Sig	0.000	0.000	0.000	0.000	

\*\*\*Correlation is significant at the (0.01) level (2tailed)

Table 7 shows that there is a positive relationship between the dimensions of the study Model Summary / ANOVA

**Table 8: Dependent Variable D5**

Independent Variable	R	R Square	B	T	F	Sig
D1	0.585	0.342	0.662	11.305	129.842	0.000
D2	0.531	0.2842	0.718	9.905	98.117	0.000
D3	0.786	0.618	0.904	20.115	404.607	0.000
D4	0.838	0.702	0.724	24.294	590.205	0.000

We note from the results of Table 8 that there is an independent effect of factors on the dependent variable (accept dealing with e-marketing activities), since all the positive values of the correlation coefficient between the independent variable and dependent variables, and R2 interpretation of results between laboratories have (0.342, 0.702)) and which indicates that the change in the acceptance of dealing with e-marketing activities resulting from a change in the four capacities. The value of the degree of impact ranged B between (0.662, - 0.904) means that an increase in the four capacities by the value of one degree will lead to an increase in the degree of acceptance dealing with e-marketing activities.

## CONCLUSIONS

Through this study we verify that there is interest in the elements of e-marketing, and that consumers are willing to deal with it, and that any marketing of electronic properties affect the acceptance of consumers in dealing with e-marketing activities. And "Do you communicate with the companies' web sites in order to identify the offers" the greatest influence between the vertebrae of the study and an average (3.96). There is no effect of paragraphs.

To what extent do you find that dealing with e-marketing activities is risk-free and paragraphs Trust to sell through websites to accept the deal with e-marketing activities for consumers. The results on table 7 show that between five dimensions there is a positive correlation coefficient and this indicates that there is a positive relationship between these dimensions.

The results on Table 8 show the correlation between independent factors and the dependent variable (accept dealing with e-marketing activities). All the positive correlation coefficient values between independent variables and the dependent variable, and the R2 value interpretation coefficient between (0.342, 0.702)) indicate that the change in

the acceptance of dealing with e-marketing activities results from a change in the four capacities. the value of the degree of impact ranged B between (0.662, - 0.904), means that an increase in the four capacities by the value of one degree will lead to an increase in the degree of acceptance of deal with e-marketing activities.

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